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#### CONCEPT OF TIME AND TIME-ORIENTED LEXIS

Every language has its own way of interpreting the reality, its own way of its manifestation in language. Across cultures, some words and phrases are used in a different way, thus these strata of language are of a great interest to scholars.

Social reality is conceptually structured. We perceive, understand and classify reality through conceptual categories. Conceptual relativism claims that different groups have different languages with different concepts or different interpretation of concepts. One of the most basic and vivid examples occurs in the concept of time. The concept of time is perceived differently in different cultures, this can be seen through temporal speech expressions in different languages. This research focuses on words and phrases that are the basic vocabulary of every language, namely names of the days of the week in English and Ukrainian.

The seven-day week of time reckoning came into use at least two millennia ago and since then has diffused to nearly all inhabited areas of the globe. Names of the days of the week have been borrowed by many languages. Some groups, however, borrowed the concept of a seven-day week while coining their own labels for some or all of its days.

This investigation is as an attempt to clarify and compare the origin of the names of the days of the week in English and Ukrainian. We state that differences between the units of the time-oriented vocabulary reflect dissimilarity of representatives of the both nations in general attitude toward time and religion.

We want this research to make everyone aware, conscious and mindful of the differences in linguistic mentality of people belonging to different cultures.